

## ABSTRACT

A method and system for determining a winner in a competitive event among a plurality of competitors or participants is disclosed. In one aspect of the invention, each of the participants is provided a ranking or seed value that is used to determine the order of selection of a competitive partner. In another aspect of the invention, only half of the competitors or participants have, receive, or are assigned a rank or seed value. Competitors or participants with a higher ranking or seed value may select their competitive partner from among the plurality of competitors having a lower ranking, a lower seed value or no ranking or seed value. Each of the competitive partners competes in the event and the winning partner proceeds to the next round of competition. In one aspect of the invention, each winning participant maintains its ranking or seed value into the next round of competition. In another aspect of the invention, each winning participant obtains the higher ranking or seed value between the competitive partners. In still another aspect of the invention, each winning participant obtains a new ranking or seed value based on its performance within a competitive round.